

CASIO BUSINESS SOLUTIONS



REPORTING



**FLOOR
PLANNER**



**MARKETING
& SOCIAL
NETWORKING**



**STOCK
CONTROL**



**POINT
OF SALE**



THE TOTAL BUSINESS SOLUTION FOR HOSPITALITY

Casio has been a market leader in Point of Sale for over 30 years. We supply Electronic Cash Registers, Touch Screen EPoS Terminals and the Cloud Solution into many venues such as pubs, restaurants, night-clubs and cafés.

Casio now has the total business solution for small and large businesses, giving them far greater insight into how their business is managed and is performing. The traditional EPoS touch-screen terminal is now much more than just a PoS terminal sitting on the retail counter.

KEY BENEFITS

- The Casio Cloud Solution links everything together.
- Access business data anytime, anywhere with any internet connected device
- The software solution has a low-set up cost with no major expense on day one
- There are many hardware options; a range of EPoS terminals, a rugged hand-held tablet for order entry and hand-held mobile device for stock checking.
- Security within the Casio Cloud Solution allows controlled user access, restricting users from seeing data they are not permitted to view.
- Expansion is easy! Additional users and terminals can be added, or removed, at short notice and with no fuss.

CASIO®

BETTER FOR BUSINESS



THE TOTAL BUSINESS SOLUTION FOR HOSPITALITY

The Casio Cloud Solution brings benefits to all areas of your business; whether you are a single venue owner, or a multiple-venue business. The cloud solution is modular based, allowing you to customise your choice of modules to your business structure. The various hardware options and cloud modules are described in the following pages.





CASIO



THE STYLISH WIDE SCREEN V-R7000 EPOS TERMINAL

This is the revolutionary business terminal developed specifically for hospitality. The V-R7000 series has a stylish and slim design suitable for installation in any hospitality location. The 15.6" widescreen design allows you to manage your PoS and social media marketing activities all from the one terminal; a back office computer is not required. A customised support panel updates you in real-time of various back-office indicators.

KEY BENEFITS

- Slim design for versatile placement
- Countertop or wall mounting available
- 15.6" touch screen which can be viewed portrait / landscape
- Industry leading Android™ platform
- Green credentials (typically 56% energy saving vs. Windows PoS)
- IP53 rating for water & dust resistance
- Wide screen to display PoS, marketing & business management data



CASIO

V-R7000 EPOS TERMINAL

V-R7000 SPECIFICATION

Model	V-R7000 / V-R7100			
Software	Platform	Android™ 4.2		
CPU	OMAP5432 1.5GHz			
Memory	RAM	2GB		
	Flash ROM	eMMC 16GB		
Display	Type	15.6-inch widescreen touch panel (1366x768 pixels) TFT colour liquid crystal display		
	Backlight	White LEDs		
Terminal interfaces	Side of display	SD/SDHC memory card slot	1	
		USB (host) port	1	
		Earphone jack	1	
		Magnetic card reader terminal (optional)	1	
	Rear of display	COM ports	3	
		Drawer ports	2	
		LAN port	1	
		SD/SDHC memory card slot	1	
		USB (host) port	3	
		Micro-USB (client) port	1	
		HDMI port	1	
		DC jack	1	
Interface expansion box (option)	VA-B20EB	COM ports	3	
		Drawer ports	2	
		USB (host) port	2	
		DC jack	1	
Memory protection	Battery	Lithium ion rechargeable battery		
	Memory retention	Approx. 24 hours (new battery, fully charged, 25°C operating temperature)		
	Battery life	5 years (25°C operating temperature)		
	Charging time	Full charge in 3 hours (25°C operating temperature)		
	Clock retention	Approx. 30 days		
Wireless LAN (V-R7100 only)	Standard specifications	IEEE 802.11a/b/g/n		
Bluetooth® (V-R7100 only)	Supported version	Bluetooth® specification Ver2.0+EDR		
Power supply	AC100V +/- 10V 50/60Hz			
Power consumption	During operation: Approx. 26W / In standby mode: Approx: 18W			
External dimensions (W x D x H)	400 x 300 x 335mm 400 x 45 x 250mm (display only)			
Weight	Approx. 7.0kg Approx. 3.5kg (display only)			



THE COMPACT & FULLY INTEGRATED V-R100 EPOS TERMINAL

The compact V-R100 has a very small footprint, designed for the busy countertop. A fully-integrated terminal with built-in printer and a clear adjustable customer display. The V-R100 can be installed quickly and easily.

KEY BENEFITS

- Extremely compact, only 395mm(W) x 237mm(D) x 229mm(H)
- Adjustable 10.4" touch screen with an adjustable viewing angle
- Integrated high-speed printer with 58mm width receipt roll
- Industry leading Android™ platform
- Green credentials (typically 85% energy saving vs. Windows PoS)
- Option for a fully-integrated card payment terminal



V-R100 SPECIFICATION

Software	Platform		Android™
	Application Software	Preinstalled Application	Sales Management (Cash Register)
			Web browser
			Email
		Additional Applications	Customer Relationship Management
			Reservation Management
			Remote Control by Email
CPU			ARM Cortex-A9 Dual Core 533MHz
Memory	RAM		512MB
	Flash ROM		2GB
Display	Main display	Type	10.4-inch color LCD with touch panel800 x 600 dots (SVGA)
		Function	Electric tilt
		Splash-proof	IPX2 (Compliant with IEC60529 standard)
	Sub-display	Type	Monochrome LCD 32 x 160 dots (20 letters x 2 lines)
		Function	Pop-up
Keyboard	Software Keyboard		Touch panel with main display
Printer	Printing method		1-sheet thermal printer
	Paper width		80mm x 80 / 58mm x 80
	Paper-loading		Drop-in paper-loading
Interface	Draweer Ports		2 ports
	Magnetic Card Reader Interface		Yes
	Ethernet Port		RJ45 x 1 (10/100 Base-T/Tx)
	USB 2.0 Host Port		USB Type A x 1
	RS-232C Ports		D-sub 9-pin x 3
	Memory Card Slot		SD memory card (SDHC) x 1
Memory Backup			Nickel metal hydride rechargeable battery
Power			AC 120-240V
Approx. External Dimensions			395(W) x 237(D) x 229(H) mm
Approx. Weight			5Kg



ELECTRICITY COST COMPARISON

Casio’s goal is to help build a more sustainable world by developing compact, lightweight, and energy-efficient products. The Casio V-R series of EPoS terminals are easy-to-use, and conserve energy, helping to protect our environment. With the cost of electricity becoming increasingly important to every business, by using the latest hardware designs together with the Android™ Operating System, Casio can save you up to 90% electricity costs compared to conventional solutions.

	Power Rating (Watts) Stand-By / Fully-On	Cost of power used, standby 2-6am ¹	Cost of power used, stand by 6-11am ¹	Cost of power used, fully on 11am-11pm ¹	Cost of power used, fully on 11pm-2am ¹	Total Cost for 24 hours over 365 days (1 PoS)	Total Cost for 24 hours over 365 days (250 PoS)	Saving Vs. Conventional EPoS
		Stand-By Mode		Full Power Mode				
Conventional EPoS ² Microsoft Windows Based OS	50 / 200	£4.73	£16.57	£159.08	£14.19	£194.57	£48,643.55	n/a
Android EPOS (Casio V-R7100)	18 / 26	£1.70	£5.97	£20.68	£1.84	£30.19	£7,548.49	84%
Android EPOS (Casio V-R100)	4.1 / 20	£0.39	£1.36	£15.91	£1.42	£19.07	£4,768.50	90%

(1) Energy cost is based on NPower Standard Tariff 1st August 2014
 £0.1816 per kWh Day Rate
 £0.0648 per kWh Night Rate 11pm - 6am
 Excluding standing charges

(2) Based on research carried out on 1st August 2014
 Five leading EPoS manufacturers 10" - 13" Touch Screen without printer



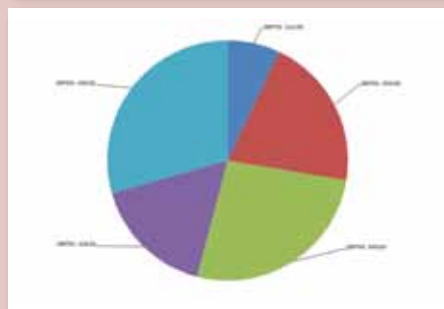
THE RUGGED V-T500 TABLET

The V-T500 tablet is unique, having a slim and stylish design, with a high performance rugged construction. It is ideal for many retail applications; mobile PoS, order taking, electronic finance, stock recording and viewing reports in the cloud suite. The Android™ platform is now industry leading on both consumer and professional tablets. Linking this to the Casio Cloud Solution provides a powerful and versatile business tool.

Considerably more rugged than consumer tablets, the V-T500 is designed for professional and challenging daily use in a busy work environment. It can be dropped onto concrete from one metre and survives. It is also splash-proof, perfect for hospitality applications.

KEY BENEFITS

- A large 10.1 inch LCD for increased legibility and excellent images
- Exchangeable battery proving up to 12 hours of continuous use, with no down-time
- Easy to hold and use, with a design to reduce the number of accidental drops.
- Impact resistant construction reduces device breakage, and the overall cost of maintaining your estate
- HDMI and USB interface allowing you to connect to a wide range of peripherals.



V-T500 SPECIFICATION

Model Name			V-T500-GE	V-T500-E
Platform			Android™ 4.0	
CPU			OMAP 4460 1.5GHz Dual-core	
Main memory	RAM		1GB	
	FROM		16GB	
Environment	Operating temperature		-20°C to 50°C	
	Drop durability		1.0m	
	Dust/Water splash proof		IP54 level (compliant with IEC60529 standard)	
Digital Camera	Front camera		5.0 megapixels, autofocus camera	
	Rear camera		5.0 megapixels, autofocus camera with LED light	
NFC reader/writer			NFC (Near Field Communication) / FeliCa® / ISO14443 Type A / ISO14443 Type B / ISO15693	
Sensor	GPS		16 channel-receiver	
	Others		Acceleration sensor, geomagnetic sensor, light sensor	
Input	Finger Touch		6-point multi-touch capacitive touch panel	
	Pen Compatibility		Compatible with a digitizer pen (sold separately)	
	Buttons		Power button, volume button, function button A, function button B, screen lock button (function button C)	
Display	Displays		10.1-inch (1280 x 800) colour LCD with LED backlight	
	Indicators		Indicator 1: Battery charging status, Indicator 2: Operating status	
Audio			Microphone: built-in (monaural) Speakers: built-in (stereo) Buzzer: built-in	
Wireless communication	Wireless WAN		HSPA/UMTS/EGPRS (EDGE)/GPRS	–
	Wireless LAN (Security: WPA2/AES)		Compliant with IEEE802.11a standard (max: 54 Mbps) Compliant with IEEE802.11b standard (max: 11 Mbps) Compliant with IEEE802.11g standard (max: 54 Mbps) Compliant with IEEE802.11n standard (max: 300 Mbps)	
	Bluetooth®		Bluetooth® Ver. 4.0 + EDR	
Interface	Card slots	SD	SD Memory Card (SDHC supported) x1	
		MicroSD	microSD Card (microSDHC CArD supported) x1	
	USB		Hist: USB2.0 TypeA x1 / Client: USB2.0 Mini-B x1	
	HDMI out		mini HDMI x1	
Power Supply	Main Battery	Power Supply Methods	Lithium-polymer battery pack (bundled) or AC adaptor (bundled)	
		Operating Period	Approx. 12 hours	Approx. 10 hours
		Charging Method	AC adaptor (bundled) / cradle (sold separately) / cradle-type battery charger (sold separately) / dual battery charger (sold separately)	
		Charge Time	Approx. 6 hours	
	Sub Battery		Lithium battery (rechargeable) on board	
	Backup Duration		After low battery warning: 72 hours; During battery replacement: 10 minutes	
Dimensions / Weight	Dimensions (W x H x D)		Approx. 269 x 14.4 x 190mm	
	Weight		Approx 780g	
Bundled Accessories			AC adapter x1, Lithium-polymer rechargeable battery pack x1	



THE ULTRA RUGGED DT-X8 HAND-HELD TERMINAL

The DT-X8 brings you the very latest hand-held terminal designed for any retail business. Perfect for stock taking within a retail or hospitality setting, you can quickly scan product barcodes and upload your stock data to the Casio Cloud.

KEY BENEFITS

- **Integrated laser scanner** – allows products to be scanned quickly and product information with stock data stored in the scanner and uploaded to your cloud when you want.
- **WLAN capabilities** – allows product information to be checked and systems updated instantaneously when required.
- **Slim and light weight design** – the scanner can be stored in a pocket when not used.
- **Very rugged** – Drop tested to 3M and compliant with IP67, it is the ultra-tough device from Casio.



DT-X8 SPECIFICATION

Operating System		Microsoft® Windows® Embedded CE 6.0 R3 English Version
CPU		Marvell® PXA320 624MHz
Main Memory	RAM	128MB
	ROM	256MB (User area: Approx.160MB)
Display	Indicators	Indicator 1: Battery charging status Indicator 2: Scanning and wireless communication status
	LCD	BlanView® TFT Color LCD with Touch Panel 6.9cm (2.7 inches) QVGA (240x320 pixel)
Input	Touch Panel	Yes (Resistive type)
	Keyboard	32 keys, numeric (Alphabet) keys, CLR key, execute key, cursor keys, power key, Fn key, F1 to F8 keys, L/R keys
	Trigger	3 (at center, left, and right)
Scanner	1D Symbolologies	Code128/GS1-128 (UCC/EAN128) Code93 Code39 EAN8/13 UPC-A Codabar (NW7) Interleaved 2 of 5 (ITF) IATA GS1 DataBar Omnidirectional GS1 DataBar Limited GS1 DataBer Expanded MSI UPC-E Industrial 2 of 5
	Stacked Symbolologies	GS1 DataBar Expanded Stacked
	Matrix Symbolologies > Type > Resolution	Semi-conductor Laser 0.127mm
Interfaces	Audio	Microphone: Built-in (monaural), Speaker: Built-in (monaural)
	USB	Version 1.1 (Host/Client)
	Card Slot	microSD Memory Card (SDHC) x 1
Wireless Data Communi- cation	Bluetooth®	Bluetooth® version 2.0 + EDR
	Wireless LAN	Security: WPA2 / AES Standard :IEEE 802.11b (Maximum: 11Mbps), IEEE 802.11g (Maximum: 54Mbps)
Power Supply	Main Battery Memory Backup	Large-capacity lithium-ion battery pack (Operating period: Approx. 25 hours) Lithium battery (rechargeable) on board
Durability	Dust/Splash-proof	IP67 (compliant with IEC60529 standard)
	Drop Durability	3.0m
	Operating Temperature	-20°C - 50°C
Dimensions (WxHxD)		Approx. 65.7 (57.4*) x 187.0 x 32.4 (35.0) mm The figure indicates the grip part.
Weight (including battery pack)		Approx. 280g

THE CASIO CLOUD SOLUTION A MODULAR PACKAGE FOR YOUR BUSINESS

The Casio Cloud Solution is a hosted service that can be accessed using any internet connected device such as a desktop PC, laptop, tablet or smartphone or Casio V-R series EPoS terminal. Business data is stored remotely in the cloud, and can be accessed at any time and from anywhere, using any operating system and web browser. The solution is modular and can grow with your business; you can easily add more users, EPoS terminals or branches.

There is no restriction on the number of users accessing your cloud data which is securely managed and backed-up. You can remotely manage your products and services, in departments and groups; changing descriptions, costs and pricing. The Casio Cloud Solution is easy and intuitive to use.

Reports can be generated, viewed and exported to show how your business is performing. These reports can measure areas such as sales, profit, stock, pricing, staff hours and turn-over by customer. To see the full potential, we recommend that you arrange a demonstration with one of our UK dealers.



Increase Sales

Marketing
Floor Planner (Early 2015)
Mix and Match
E-Commerce (Early 2015)

Reduce Costs

Stock Control
Hand-Held Control for Retail
Report Dashboard

Increase Profit

Multi-Branch Control
Multi User Control
Enhanced Scanning
Import & Export
Cashing Up
Time & Attendance



THE CASIO CLOUD SOLUTION HOW DO I SIGN-UP?

The Casio Cloud Solution operates on a monthly subscription service*. The sign-up procedure is all managed by your chosen dealer and usually takes 24 hours. There is a monthly charge, which depends on which modules you choose to use, and starts at £21 exclusive of VAT.

There is no minimum period; giving you the opportunity to try the service, to see how it brings benefits to your business. You will have your own log-in User Name and Password, allowing you to securely access your business data.

Additional modules can be added and removed at any time, and as your business grows, additional users, EPoS terminals and retail outlets can be added. To arrange a demonstration and quotation, please contact Casio on 0208 450 9131 or epos@casio.co.uk



The screenshot shows a web interface for the Casio Cloud Solution. At the top left is the Casio Cloud Solution logo. To its right are links for 'ABOUT' and 'LOG IN'. Below these is a 'Log In' heading. The main content area is titled 'Account Login' and contains two input fields: 'User Name:' and 'Password:'. Below the password field is a 'Log In' button.

* Some modules may incur an initial set-up fee.

HOW DO I SIGN-UP?

CASIO

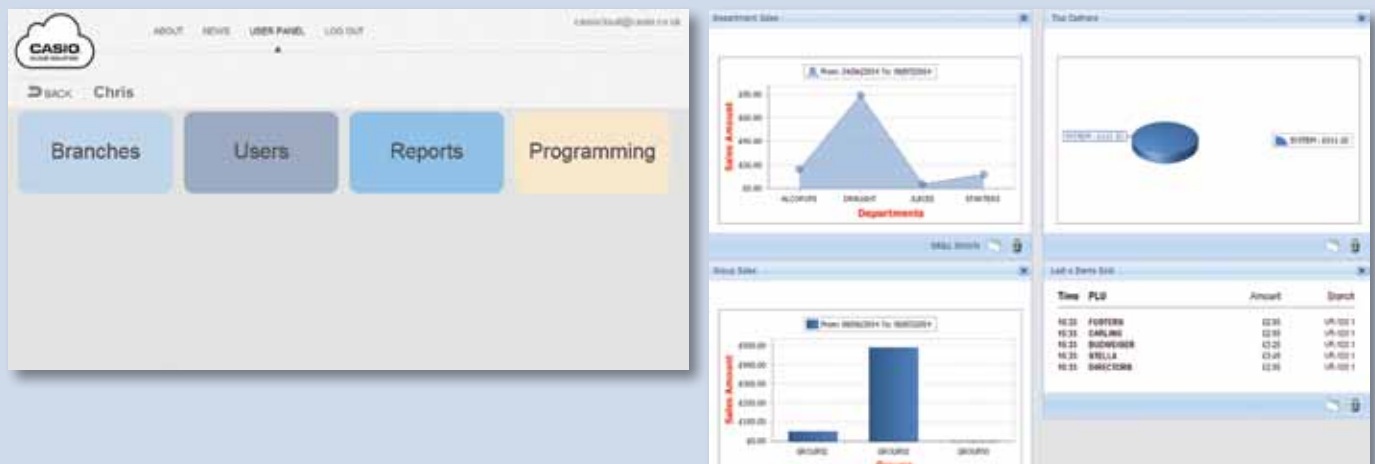
THE CORE & DASHBOARD STARTER MODULES

This is your starter package to the Casio Cloud Solution and includes Sales Reporting, Product Maintenance, Programming and the Dashboard. Linking your business cloud to your Casio EPoS terminals, it provides you with secure access to your business data.

Use it to program your PoS terminals, add and remove cashiers, and to build new menus. You can set-up your PoS screen layout, add new products, departments and groups; remotely change prices and set tax (VAT) rates depending on the product or service.

KEY BENEFITS

- Sales data is transmitted to the cloud in real time
- Reports can be accessed historically for an individual day or combination of days
- Data can be displayed numerically or in a graphical format such as pie charts, bar charts and line graphs



THE MARKETING MODULE

Effective marketing is crucial to your business, bringing new customers in, and helping you to attract loyal customers for the long term. The marketing module provides a solution which can be managed from your PoS terminal or remotely through the cloud. It provides a total marketing solution which is completely connected to your PoS.

- Capture customer information – name, address, email, DOB etc.,
The database is tailored for your specific retail business
- Using the FOC programme 'Mail-Chimp' you can design and manage email campaigns for special promotions
Free bottle of wine with two main meals between 6-8pm
Buy one and get a second FREE between 5-7pm on Thursdays
- Access reports on customer activity; Recency, Frequency and Monetary (RFM).
When did a customer last visit your café, how often do they visit you and what is their spending pattern. This information can be used to tailor your next marketing campaign.

KEY BENEFITS

Customer RFM				
From	To	23 July 2014		
23/07/2014	23/07/2014	1/1		
Customer Code	Customer Name	Amount	Transactions No	Last Purchase
0000000001	Adam Smith	£45.00	1	23/07/2014 10:31
0000000003	Claire Ireland	£72.00	1	23/07/2014 10:32
0000000002	Mary-Jean Parker	£21.00	1	23/07/2014 10:33

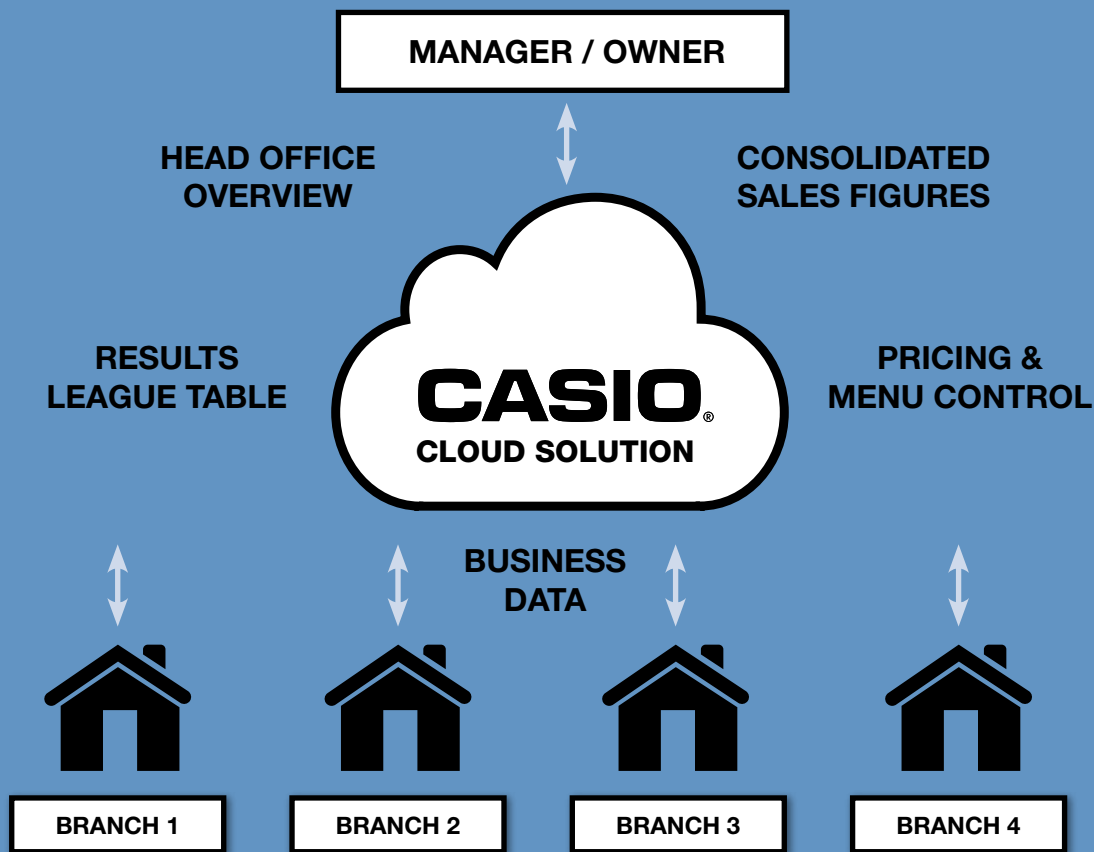
Customer Spend				
From	To	23 July 2014		
23/07/2014	23/07/2014	1/1		
Customer Code	Customer Name	Discount Name	Amount	Discount
0000000001	Adam Smith	CUSTOMER 10%-	£45.00	-£5.00
0000000002	Mary-Jean Parker	30% Total offer	£21.00	-£9.00
0000000003	Claire Ireland	20% Special off	£72.00	-£18.00





THE MULTI-BRANCH CONTROL MODULE

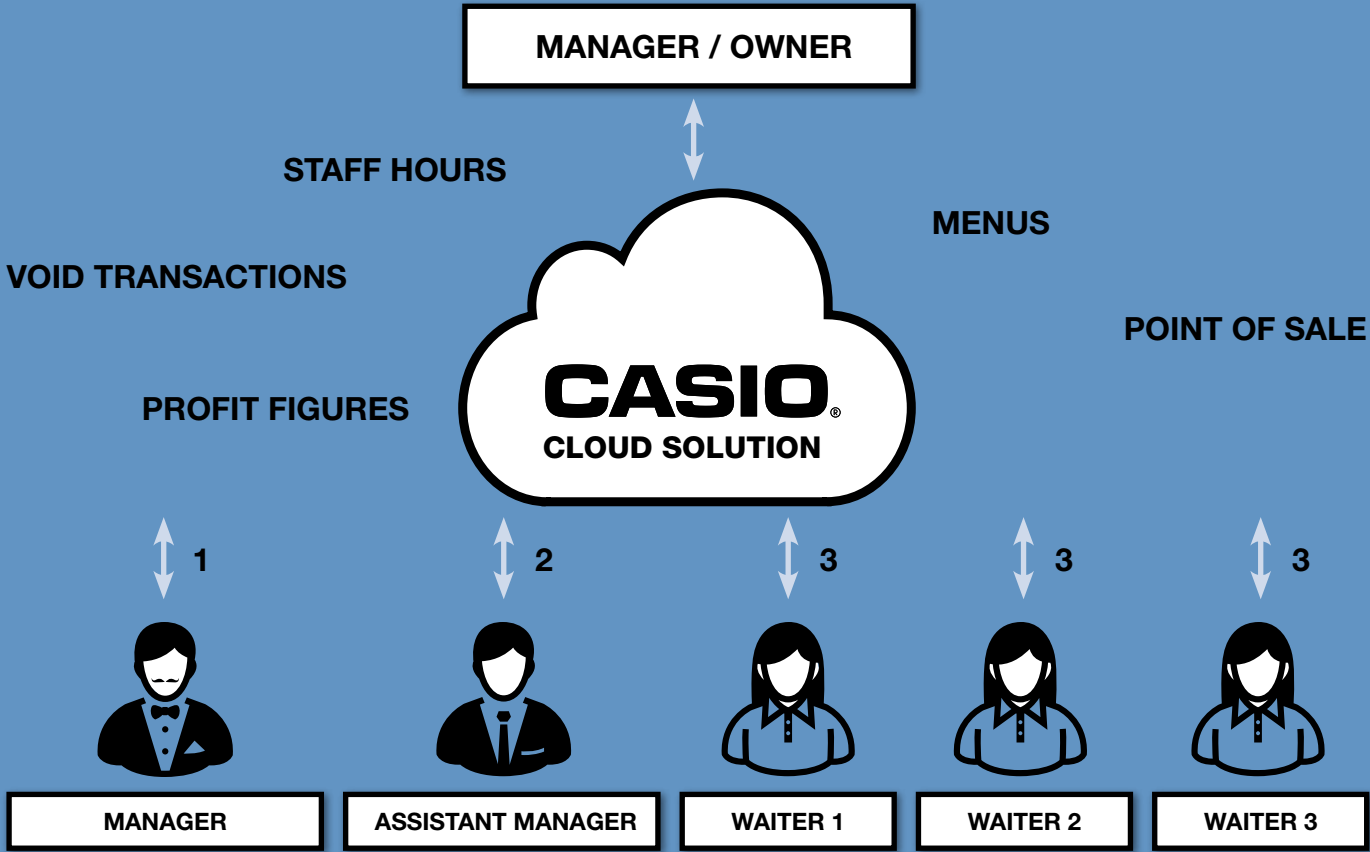
This module allows you to add additional branches or stores to your cloud reporting package. You can manage the type of reports that can be generated for each branch in your business. Access can be securely controlled for each member of staff, to be able to see all or just a small selection of your branches.





THE MULTI-USER CONTROL MODULE

This module allows you to add members of staff to your cloud suite. Access can be changed for each member of staff, depending on their role or responsibility within the business. New staff can easily be added remotely or hidden when required. There are three levels of access. This allows each user to view only the business information they are permitted to see.

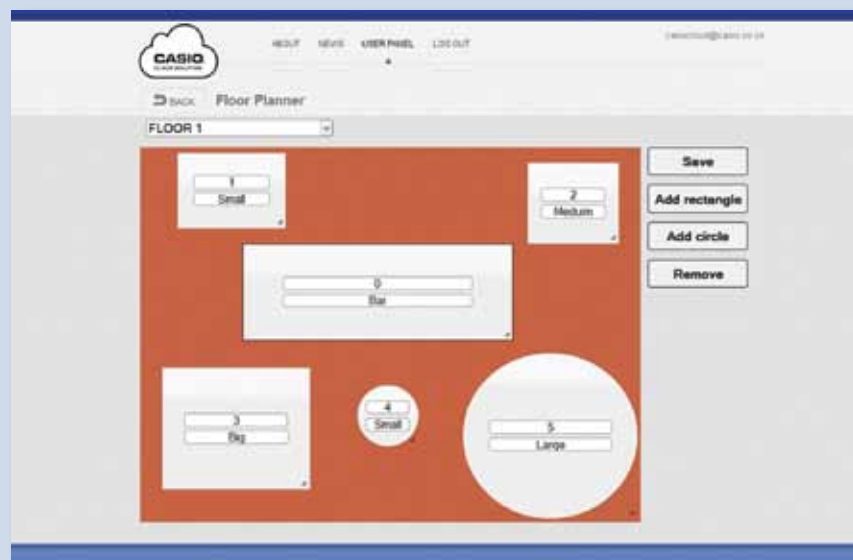


THE FLOOR PLANNER MODULE

The floor planner module allows you manage a table plan of your hospitality business on the screen; perfect for managing floor space, covers and waiter areas within cafes, pubs and restaurants. It has three layouts which can represent, for example, the lower floor, upper floor and garden area. This module will be available early 2015.

KEY BENEFITS

- Prepare a graphical layout of the restaurant, and place tables in a representation of the real layout.
- The floor planner allows shapes representing tables or chairs to be created.
- Tap on these shapes to open a check/table on the PoS.
- Join tables together for big groups of diners and move tables around for special events
- Easily identify the current status of each table



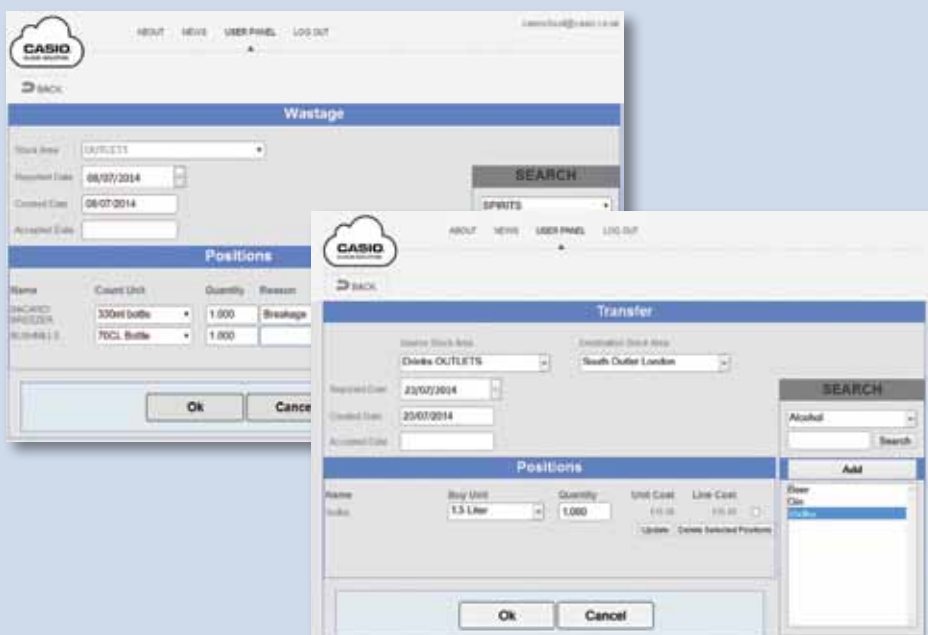
The Casio logo is displayed in white text on a black rectangular background. The background of the entire top section is a blurred image of several wine bottles on a wooden shelf.

THE HAND-HELD CONTROL MODULE

All retail businesses have stock to manage. This involves accurate management of stock pricing, quantity and rotation, for example FIFO for perishable items of food in a restaurant or store. For products where a barcode is included on the packaging, you can use the Casio DT-X8 hand-held terminal to scan barcodes and enter stock counts. You will know exactly the value of your stock, and you can identify stock transfers and wastage more easily.

- Allow product stock to be identified and counted, quickly and efficiently
- Data can quickly be transferred to and from your Casio Cloud using Wi-Fi
- Slim and light weight design – the scanner can be stored in a pocket when not used
- With the Stock Control module, create orders for your suppliers

KEY BENEFITS

Three overlapping screenshots of the Casio DT-X8 software interface are shown. The top-left screenshot is the 'Wastage' screen, featuring fields for 'Stock Item' (OUTLETS), 'Received Date' (06/07/2014), 'Created Date' (06/07/2014), and 'Accepted Date'. The bottom-left screenshot is the 'Positions' screen, displaying a table with columns for 'Name', 'Count Unit', 'Quantity', and 'Reason'. It lists '330ml Bottle' and '70CL Bottle' with a quantity of 1,000 each. The rightmost screenshot is the 'Transfer' screen, showing 'Source Stock Item' (OUTLETS), 'Destination Stock Item' (South Outer London), and a 'Positions' table with columns for 'Name', 'Buy Unit', 'Quantity', 'Unit Cost', and 'Line Cost'. It lists '1.5 Liter' with a quantity of 1,000. All screens include a 'SEARCH' button and 'Ok'/'Cancel' buttons at the bottom.

THE HAND-HELD CONTROL MODULE

CASIO



THE TIME & ATTENDANCE MODULE

The Time & Attendance Module is for managing your staff. It helps you to manage your permanent full-time, part-time and temporary seasonal staff.

KEY BENEFITS

- Easily program your PoS with details of new staff when they join the business.
- Managed remotely through your cloud using A laptop, tablet or smartphone.
- Staff clocking in/out and rest breaks are logged, and reported back to the cloud.
- Create reports for hours worked, with standard or special hourly pay rates.
- This allows you to accurately manage your staff costs and efficiency, during busy and quiet trading periods.



CASIO ABOUT NEWS USER PANEL LOG OUT

BACK Create New Employee

Employee

Name:

Login:

Password:

Job Type:

Special Pay Rate:

Social Security No.:

☒ Active

Contact Information

Phone:

Phone 2:

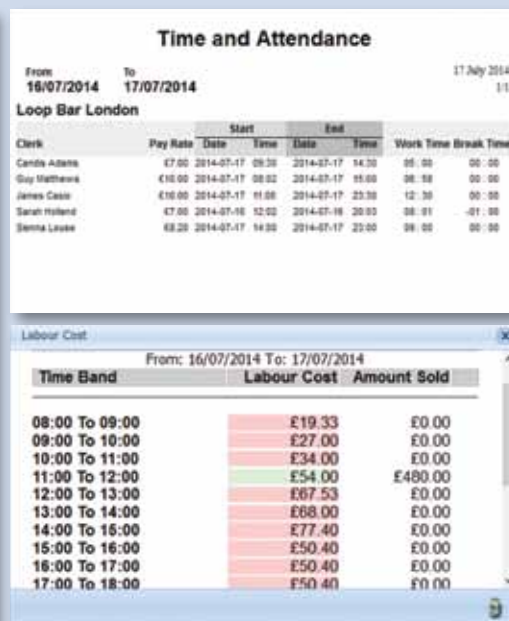
Email:

Address 1:

Address 2:

Address 3:

Address 4:



Time and Attendance

From: 16/07/2014 To: 17/07/2014 17 July 2014 1/1

Loop Bar London

Clerk	Pay Rate	Date	Time	Date	Time	Work Time	Break Time
Candis Adams	£7.00	2014-07-17	09:30	2014-07-17	14:30	05:00	00:00
Gay Matthews	£10.00	2014-07-17	08:00	2014-07-17	15:00	08:00	00:00
James Casio	£10.00	2014-07-17	11:00	2014-07-17	23:30	12:30	00:00
Sarah Holland	£7.00	2014-07-16	12:00	2014-07-16	20:00	08:00	-01:00
Bernie Lucas	£8.20	2014-07-17	14:00	2014-07-17	22:00	08:00	00:00

Labour Cost

From: 16/07/2014 To: 17/07/2014

Time Band	Labour Cost	Amount Sold
08:00 To 09:00	£19.33	£0.00
09:00 To 10:00	£27.00	£0.00
10:00 To 11:00	£34.00	£0.00
11:00 To 12:00	£54.00	£480.00
12:00 To 13:00	£67.53	£0.00
13:00 To 14:00	£68.00	£0.00
14:00 To 15:00	£77.40	£0.00
15:00 To 16:00	£50.40	£0.00
16:00 To 17:00	£50.40	£0.00
17:00 To 18:00	£50.40	£0.00

THE STOCK CONTROL MODULE

Having the right amount of stock, especially if it is perishable, is important for any business. The stock module is used to give accurate stock levels along with stock costings. This allows you to identify stock losses and calculate the overall profitability of your business. Suppliers are easily entered, recording their name, address and contact details, with stock items, price and VAT rates. Stock can be managed by counting units, boxes and cases etc. This modules allows you to manage your stock in real-time, including placing orders with your suppliers.

- Automatically or manually place orders with your suppliers, saving time
- Create recipe items with multiple ingredients (e.g., 1 x meat burger, 1 cheese slice and 1 bread bun)
- Wastages can be recorded, such as items damaged or unfit for sale
- Control your stock with MIN and MAX settings for every item
- Use the Casio Cloud Solution to identify which stock items are profit and loss making to your business

KEY BENEFITS

Stock Movement - Current									
VR-100 1									
OUTLET1									
WINES	Open	Purchases	Sales	Transfers	Waste	Adjust	Current	Stock Unit	
1 BLACK TOWER	1	0	0	0	0	0	1	10CL Bottle	
Department Total:								1	
DRAUGHT	Open	Purchases	Sales	Transfers	Waste	Adjust	Current	Stock Unit	
4 CATSTRTS	85	0	0	0	0	0	85	Per	
Department Total:								85	
ALCOPOPS	Open	Purchases	Sales	Transfers	Waste	Adjust	Current	Stock Unit	
2 SACARDY BREZZER	1	0	0	0	0	0	1	100cl bottle	
3 BREZZER BLACK	1	0	0	0	0	0	1	100cl bottle	
Department Total:								2	
SPIRITS	Open	Purchases	Sales	Transfers	Waste	Adjust	Current	Stock Unit	
1 200cl Bottle	1	0	0	0	0	0	1	10CL Bottle	
Department Total:								1	
Total for stock area:								87	

THE CASHING UP MODULE

This module gives you the ability to manage the cash in your business by allowing the declaration of cash amounts. It ensures that the declared amount and bank reconciliation is accurate, and can easily be verified by your online banking facility. In addition, you can add business expenses such as ad hoc repairs and bills; as well as separate income from other equipment such as coin-slot machines and the National Lottery.

KEY BENEFITS

- Easy Cash declaration of actual amounts received
- Quick comparison between the cash declared and PoS amount registered
- Manage your cash business expenses, income and reconciliation more easily

THE IMPORT & EXPORT MODULE

This module gives you the ability to transfer your data to and from a third-party application such as Microsoft Excel. . It provides a seamless link both ways, so that you can enable sales and stock data, for example, to be passed from the cloud to your local system. New stock items and products can be created on your own back office computer, either manually or via an import and then subsequently sent to the Cloud. This enhances your total solution to considerably improve your efficiency.

KEY BENEFITS

- New products and SKUs can easily be imported into the cloud and transferred to your estate of EPoS terminals
- Sales, stock and ordered quantities can be exported from your EPoS terminals into the cloud, to be viewed in another program such as Microsoft Excel.



THE MIX & MATCH MODULE

To remain competitive, it is important to have marketing incentives throughout your trading year. The Mix and Match module allows special promotions to be set up in the cloud and subsequently down-loaded to the tills in one or many locations. **Buy One, Get One Free!** for example or **Two Main Meals for £10.00** are common promotions which can be scheduled.

- Arrange promotions easy and quickly
- Promotions can be carefully targeted by geography
- A date range can be set to automatically manage the promotion on the PoS

KEY BENEFITS

CASIO
ISLAND SOLUTION

ABOUT NEWS USER PANEL LOG OUT

BACK New Mix & Match Offer

Mix & Match

Name: Two Main meals For £10

No. of Discounts: 8

Type: ☒ Amount ☐ Rate

Amount: 10.00

Always Enabled: ☐

Start Date: 18/07/2014 End Date: 22/07/2014

Positions

Target Item: ROAST CHICKEN

No.	Name	Quantity
1	ROAST CHICKEN	1
2	4 OZ RUMP	1
3	4OZ SIRLOIN	1
4	RIB EYE	1
5	CAJUN CHICKEN	1

Save Cancel

CASIO
ISLAND SOLUTION

ABOUT NEWS USER PANEL LOG OUT

BACK Chris - List Of Clerks

Party Count: 1

Search: VN-100 T Date From: 18/07/2014 Date To: 22/07/2014

New Cash Declaration for 68/07/2014

Payment Method	BSR Value	Actual Value	Signature
Cash	00.00	00.00	00.00
Change	00.00	00.00	00.00
Other	00.00	00.00	00.00
Total	00.00	00.00	00.00

Save Cancel

MIX MATCH NAME	DISCOUNT TYPE	ACTIVE
* SPEC OFFER	RATE	
* Two Main meals For £10	AMOUNT	From: Jul 18 2014 12:00AM to: Jul 22 2014 12:00AM



CAFÉS & COFFEE SHOPS

Casio has the complete cloud solution for cafés and coffee shops.



The Casio V-R PoS terminals, with the Casio Cloud Solution, together provide the café owner with a very comprehensive and easy to use PoS solution.

The Android™ platform terminal is the front-of-house customer facing PoS terminal for your café, bakery or deli counter. The Casio Cloud Solution is your business data in the cloud, with access anytime, anywhere, using any internet connected device; a desktop PC, laptop, tablet or smartphone.

The V-R series is extremely stylish and can be installed quickly and easily. Adding additional terminals for new cafés, or pop-up sites as your business grows is particularly easy; connect to your data cloud and you are ready to trade. With a choice of 10.4 inch or the larger 15.6 inch colour LCD screen, it is rugged and splash proof, and very responsive for the fast entry of orders for eat-in and eat-out customers.

The V-R100, has a rear customer display which can be extended and rotated; ideal for displaying information to your customers. The fully integrated thermal printer is easy to load and has a high print speed with outstanding quality. The V-R7000 provides a wider screen for showing your PoS, reporting and social marketing information. It can be countertop or wall mounted.

The Android™ solid-state platform consumes considerably less power than a conventional PC based PoS system, with a saving of up to 85% power requirements. It also switches on instantly with no booting or 'warm-up' time needed.



CASIO®

The different business modules can be purchased with a monthly subscription, and added to your package as required. From our wide selection of modules, the cloud suite can help you to increase your sales, increase your business profit and reducing your costs. Modules include the Reporting Dashboard, Stock Control, Floor Planner, Marketing and Time & Attendance. The module approach allows flexibility and scalability; some examples of modules are as follows.

Item	Qty	Price
COFFEE (Hot)	1	•4.00
CAFE LATTE	1	•5.00
ORANGE JUICE	1	•5.00

Payment	
SubTotal	•14.00
Tax 5%	•0.75

COFFEE (Hot)	•4.00	COFFEE (Iced)	•4.00
CAFE LATTE	•5.00	ESPRESSO	•5.00
CAPPUCCINO	•5.00	MOCHA	•5.00
ORANGE JUICE	•5.00	APPLE JUICE	•5.00
TEA (Hot)	•4.00	TEA (Iced)	•4.00

Reporting Dashboard provides graphical views (bar charts, pie charts and line graphs) of your overall business data. You can 'drill down' into the specific data required from your café business, for example by date, product, person and location.

Stock Control manages your items for resale, using an optional hand-held scanner to quickly scan incoming stock and update the file. Stock wastages can be identified and appropriate action taken. Product maintenance can be managed remotely. This allows

you to easily add, delete or update pricing for items sold in the café, and to manage pricing and tax for eat-in and eat-out trade.

Cashing Up gives you the ability to manage the cash in your business by allowing the declaration of cash amounts against the PoS amounts registered.

Marketing allows the café to capture customer details. Having opted-in, you can then send marketing emails and SMS messages to your customers. These can include

special offers and daily promotions to bring more customers into your café when trade is slow.

Time & Attendance enables staff to clock in/out, with labour scheduling to plan staff requirements for quiet and busy times in your café.

Good data security is important for all businesses. Security in the cloud allows controlled access. It allows each user to see only the data and reports they are allowed to see. Data is no longer held on memory sticks which can be lost or stolen.



PUBS & NIGHTCLUBS

Casio has the complete cloud solution for pubs and nightclubs.



The Casio V-R PoS terminals, with the Casio Cloud Solution, together provide the pub and night-club owner with a very comprehensive and easy to use PoS solution.

The Android™ platform terminal is the front-of-house customer facing PoS terminal for your business. The Casio Cloud Solution is your business data in the cloud, with access anytime, anywhere, using any internet connected device; a desktop PC, laptop, tablet or smartphone.

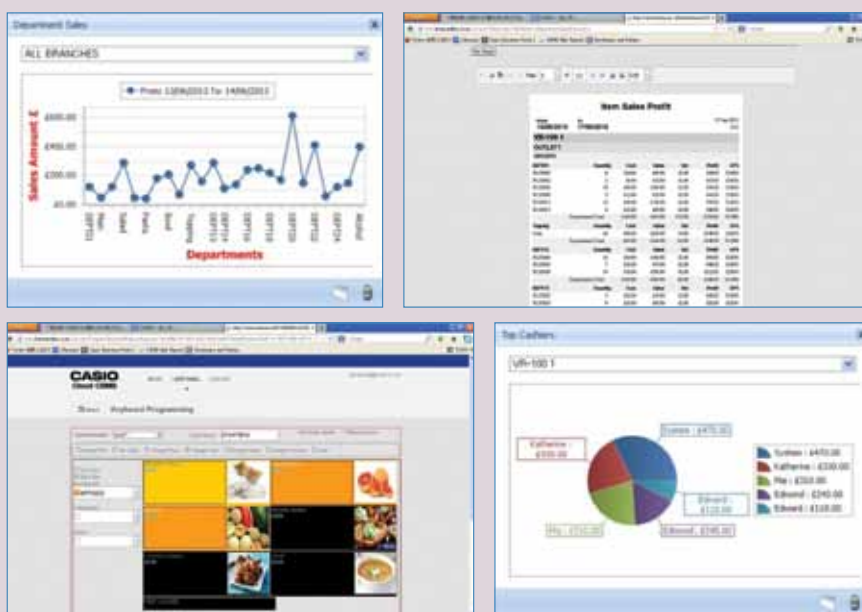
The V-R series is extremely stylish range and can be installed quickly and easily. Adding additional terminals for venues as your business grows is particularly easy; connect to your data cloud and you are ready to trade. With a choice of 10.4 inch or the larger 15.6 inch colour LCD screen, it is rugged and splash proof, and very responsive for the fast entry of orders for drinks and food.

The recommended V-R7000 provides a wider screen for showing your PoS, reporting and social marketing information. It can be countertop or wall mounted. The Android™ solid-state platform consumes considerably less power than a conventional PC based PoS system, with a saving of up to 85% power requirements. It also switches on instantly with no booting or 'warm-up' time needed.



CASIO

The different business modules can be purchased with a monthly subscription, and added to your package as required. From our wide selection of modules, the cloud suite can help you to increase your sales, increase your business profit and reducing your costs. Modules include the Reporting Dashboard, Stock Control, Floor Planner, Marketing and Time & Attendance. The module approach allows flexibility and scalability; some examples of modules are as follows.



Reporting Dashboard provides graphical views (bar charts, pie charts and line graphs) of your overall business data. You can 'drill down' into the specific data required from your pub, or pub chain, for example by date, product, person and location.

Stock Control manages your wet and dry stock, using an optional hand-held scanner to quickly scan incoming stock. Stock wastages can be identified and appropriate action taken. Product maintenance can

be managed remotely. This allows you to easily add, delete or update pricing for items sold in the pub.

Mix & Match allows special promotions to be set up in the cloud and down-loaded to the tills in one or many locations.

Marketing allows the pub to capture customer details. Having opted-in, you can then send marketing emails and SMS messages to your customers, with special promotional offers for seasonal celebrations,

musical, sporting and other local events.

Time & Attendance enables staff to clock in/out, with labour scheduling to plan staff requirements for quiet and busy times of the pub trade.

Good data security is important for all businesses. Security in the cloud allows controlled access. It allows each user to see only the data and reports they are allowed to see. Data is no longer held on memory sticks which can be lost or stolen.



GREEN OWL CAFÉ

This café is fast establishing a reputation for providing some of the finest family dishes inspired by Mediterranean cuisine, with simple rustic undertones. The Green Owl Café in Buckhurst Hill, Essex, opened its doors nine months ago and owner, Marc Linch, has relied on the Casio V-R100 EPoS solution accessed via the Cloud from his iPhone, terminal or laptop, to provide an accessible window on his business.

"I've used high end EPoS solutions extensively and the V-R100 Cloud enabled solution compares favourably as it logically and functionally provides the independent café owner with easy to use, drop down menus from which they can analyse business, understand top selling items, personalise dishes and rotate orders correctly. For us, the daily rental programme was one compelling reason for adoption and we wouldn't have expanded as fast without its use."

Marc Linch, Owner



ENIGMA CAFÉ BAR & NIGHTCLUB

By day, the Enigma Cafe Bar delivers a delicious range of light dining options, from seasonally fresh salads, to homemade cakes served alongside warming cappuccinos, sparkling Proseccos and lagers. By night, the ambience changes, and Enigma Nightclub opens its doors, delivering Market Harborough's leading nightclub, bringing visitor's unparalleled entertainment and dancing through to the early hours.

"As one of the leading venues in the area, we rely on Casio's EPoS Cloud Enabled hospitality engineered solution to quickly and efficiently process transactions, night and day. Engima has 5 EPoS tills and we can pull information from them remotely and add promotions and price changes simply by logging on to the Cloud based portal. We can also see at a glance, how effective themed nights are and monitor stock levels for wet and dry sales."

Richie Ross, Managing Director



BUZZ'S AMERICAN DINER

The recently opened Buzz's Diner in Southampton High Street is an independent American themed diner bringing the best tastes of the US direct to the South Coast. From mouth watering chilli dogs to the acclaimed whopping 48oz 100% steak burger, the restaurant has fast established a reputation for providing quality, reasonably priced food served in fun, ambient surroundings. Ably tracking each customer transaction sits Casio's V-R100 cloud based EPoS solution

"The V-R100 solution is totally flexible and designed for hospitality environments. It's modular so you can add applications as you grow without big licence fees. We started out with the core module that enables transactions plus sales reports per product and basic product maintenance over the Cloud."

Mark Thurston-Jones, Owner

THYME & PLACE RESTAURANT & BAR

With a passion for providing modern and traditional European dishes from relaxed brunches through to mouth-watering Sunday lunches complete with all the trimmings, the recently opened Thyme and Place Restaurant and Bar in bustling Battersea, has relied from Day 1 on the Casio hospitality solution to provide transactional processing and stock information.

"We needed a low cost, daily outlay solution that would allow us to manage and accurately record customer transactions; monitor the menu and highlight our most popular dishes and allow us control of the stock. We liked the way that the EPoS provided us with easy to use functions that we can grow as we expand, such as building customer lists for loyalty and marketing. It's been an essential enabler in our first critical months of trading."

Sucha Bhaker, General Manager



SOUTHVILLE DELI & COFFEE SHOP

Southville Deli offers a delicious range of organic foods, breads, pastries, cheeses, fine wines and local environmentally aware produce across two shops in Bristol. They have installed three V-R100 terminals complete with the Casio Cloud Solution within their North Street premises. The new solution replaces old electronic cash registers which offered very limited functionality and zero transparency of pricing, with stock having to be manually stickered.

"The Casio Cloud Solution has been nothing short of revolutionary for our business. It provides us with faster and easier access to our sales figures and means that we can scan, not key in transactions. It also means that we no longer have to manually price each item, meaning that staff are more productive on other tasks and we have readily available stocking levels accessible on the V-R100 terminals or remotely through the cloud connection."

Paul Wick, Owner & Manager



APPLES & PAIRS BAR

Offering a tantalising menu of infused, inspired cocktails; homemade gourmet dishes and fair trade platters served against a backdrop of quality live music acts, is one of East London's most highly acclaimed nightspots, Apple & Pears. Behind the busy lounge and basement bar, sits two enabled Casio Cloud Solutions, helping owner Reggie achieve accurate business planning:-

"Our Casio V-R100 EPoS Solution has enabled so much more than fast and accurate order processing. We pride ourselves on offering an ever changing menu of cocktails and drinks to provide customers with the freshest, seasonal experience possible, so it's essential that we also have a solution that is easily updated and one that allows us to plan for varied but accurate stocking levels. The Cloud based solution does this, and more, from anywhere."

Reggie Regisford, Co-Owner





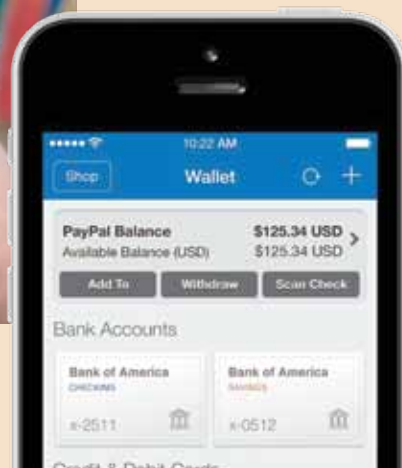
CASIO PARTNERSHIPS PAYPAL MOBILE PAYMENTS



You can now use the Casio V-R EPoS terminal to accept payments through the PayPal Mobile Payment app. Customers with an iOS or Android™ phone can use the PayPal app to check in to pay. The app uses a profile photo to confirm the payment, creating a seamless and more personal transaction between the shop assistant and customer. It is more convenient than traditional payment methods, secure and helps retailers to get to know their customer better; leading to greater service and customer loyalty.

KEY BENEFITS

- A **FREE** app for consumers
- No cash, bank credit or debit card is required
- **Faster payments** for queue busting and better customer service
- A secure application with PIN entry login.
- No sensitive bank information is stored or transmitted
- Drives incremental sales with lower transaction fees



CASIO

CASIO PARTNERSHIPS

**CASIO®**

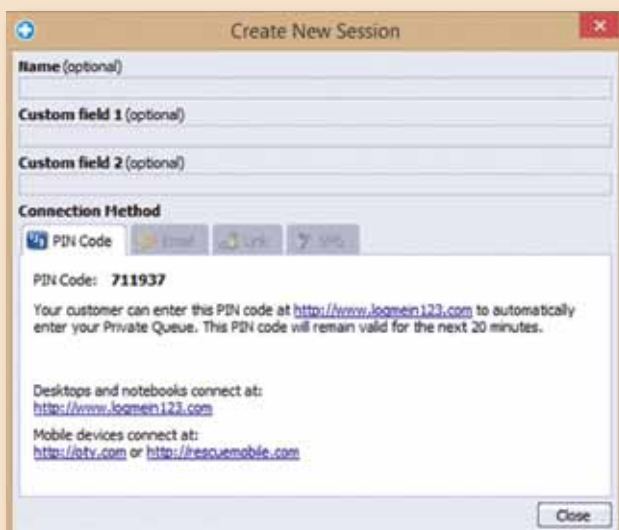
CASIO PARTNERSHIPS LOGMEIN RESCUE

LogMeIn Rescue is a powerful, easy-to-use remote support solution comprising three main components: a Technician Console, a Customer Applet, and an Administration Centre. It provides one of the technicians from an authorised partner, with secure remote access to your Casio EPoS terminal. Problems can be quickly identified and rectified without the need for an engineers visit.



- A remote service agent; no need for an engineer's visit
- Saves time and money, with your EPoS up-and-running very quickly
- LogMeIn provides detailed systems diagnostics including reboot and reconnect
- Detailed session and history notes are maintained
- Totally secure as customers must permit a technician to use LogMeIn Rescue
- Customers can choose to terminate the session at any time
- Free trial period, followed by an annual payment with no long term commitment.

KEY BENEFITS





**PAYMENTS
&
E-COMMERCE**



**MULTIPLE
BRANCH**



**TIME &
ATTENDANCE**

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